

# **Strategic plan: 2021-2024**

## How we will support members

# Welcome

Four years after becoming a Chartered organisation, we are excited to lead our profession at what is a critical time.

This is a summary of what we want to achieve over the next three years and how we will support our members and the wider profession.

We represent the interests of over 1,600 trade mark and design professionals, and fight to bring recognition to the work they do.

Our members were key to creating this strategy. It responds to their needs whilst also building on our achievements in recent years.

Over the past few years, we have been there to support our members every step of the way. Guiding our members through and fighting for the best outcome from Brexit was just one part of this. We also continued development of our work to provide more support to paralegals and administrators, recognising this as a career for many.

We are proud of what has been achieved through our work on diversity and inclusion initiatives, partnering with other organisations to bring about change.

Looking ahead we will go further to ensure our members develop professionally and are supported to be successful.

As an organisation, we share an enthusiasm for intellectual property with our members and it is with this passion that we will promote their interests.

Inspiring a positive culture within our profession is important. We want working in trade marks and designs to be an attractive and inclusive place to be. We will strive to achieve this.

Our events support and develop our members – we want to go further and deeper by providing more opportunities to develop skills identified as key competencies.

We are in a unique position to be the voice for the trade mark legal profession in the UK, we will use that voice and collective power to build relationships and provide services that are vital in allowing our profession to thrive.

It goes without saying that 2021 and beyond will be challenging for our profession. We are ready to help our members to meet those challenges.

**Richard Goddard**, President  
**Keven Bader**, Chief Executive



# Our new strategic objectives

## Our vision

We strive to be recognised as one of the world's leading organisations for the development, promotion and protection of the trade mark legal profession.

We aim to be valued by our members and seen as an important source of professional knowledge in the field of intellectual property law, with a focus on trade marks and designs.

## Strategic objectives

Through consulting with our members and discussions at our Council we have refined our three core strategic objectives.

- 1** Passionately represent and promote the interests of the membership and the wider profession.
- 2** Equip, support and develop our membership to be competitive and successful both nationally and internationally.
- 3** Encourage and facilitate engagement in our work to enhance the profession and the organisation, inspiring a positive, healthy and inclusive culture.

Our latest plans are based on delivering several activities to help us achieve these three objectives. They provide the context to our ethos and what we aim to accomplish between now and 2024.



# Our priorities for 2021-2024

To achieve the strategic objectives we have four key activity areas. These are underpinned by a detailed action plan and key targets we want to surpass.

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## Represent and support our members

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### We will:

Support members to react to the challenges of Brexit and COVID-19 and to ensure they are in the best possible position to flourish.

Take a lead on new opportunities. To ensure the profession is in the position to take on new endeavours we will lead on championing the strengths of our profession and carve out new openings.

Strengthen our alliances with key registries including the UK IPO, WIPO and the EUIPO to make sure our members' interests are understood and considered.

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## Equip our members

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### We will:

Deliver a wide range of events that ensure members are equipped and highly skilled at all stages of their career. We will look beyond the traditional continuing professional development activities, delivering in new areas and in new ways to help our members develop and thrive.

Keep our members well informed with relevant 'thought-leading' information tailored to individual interests and delivered in an engaging way.

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## Promote our members and the profession

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### We will:

Publicise to businesses, government and key stakeholders the importance of intellectual property and the value our members provide to businesses in protecting it.

Champion our members internationally to actively demonstrate the strengths and expertise of the UK profession.

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## Influence a positive culture

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### We will:

Inspire a positive, healthy and inclusive culture by ensuring diversity and wellbeing runs through all our activities. We want this to be considered by members and firms to be an important characteristic of working in the profession.

Work closely with organisations who support the diversity and wellbeing of our profession to help achieve this.